

WHAT ADVERTISING CAN DO

How Two Fortunes Were Made in the United States.

In 1889 P. T. Barnum, the great showman, journeyed to the Pacific coast to visit a relative. On his way back east he stopped at Kansas City to see the great Barnum & Bailey show that was then exhibiting in that city. The then press agent of the Barnum & Bailey show, Bert Davis, introduced to Mr. Barnum the editors of the local dailies at the former's hotel. In the course of the conversation which naturally followed Mr. Barnum said: "Gentlemen, Mr. Bailey tells me that my presence at the performances of the Barnum & Bailey circus is worth \$5,000 a day to the show. If this is true, it is my name that is so valuable. It is known in every town, city and hamlet; it has become a household word throughout the country. Now, gentlemen, all of this was done by newspapers, and if advertising can make a name worth \$5,000 a day, what is it that advertising can't do?"

Before Peats, the wall paper man, died in 1902 he was at the head of a mammoth paper concern doing a business of \$15,000,000 a year. Yet in 1891 Peats was running a small establishment for the sale of wall paper to the retail trade on Madison street, Chicago. What was the secret of his wonderful advance in the wall paper business in comparatively so short a while? It was advertising.

A newspaper man in 1892 induced him to experiment with printers' ink. The result was profitable. Peats didn't see that he could have too much of a good thing, so he increased his advertising appropriation and as his profits doubled he doubled his space in the newspapers and periodicals, and as his advertising increased his business grew. Thus he reached the enormous volume of \$15,000,000 a year by the methodical progression of wide awake advertising. In the language of P. T. Barnum, himself one of the most extensive advertisers the world has ever known, "If advertising can do this, what is it that it can't do?"—Detroit Free Press.

AN EXCITING INCIDENT.

The Story of a Night Ride on an Egyptian Railroad.

"You can travel with perfect safety on Egyptian railroads now," said an English official, "but it was not always so. There were times when it required tact to save your throat from getting cut, as you will realize from a little experience that occurred to me. It was just before the fanatical outbreak of 1882. I had heard some ugly rumors, but I had to go up by train one night from Port Said to Ismailia. I was the only European in the compartment. Soon after we started an old Arab sheik leaned over and calmly helped himself to a couple of cigars that were sticking out of my breast pocket. I knew what that meant, and I got a sort of cold feeling along the spine, for just then I caught the gleam of a dagger in the hand of a man to the left of me. I said nothing, but, opening my bag, brought out a box of cigars and handed them round. The Arabs emptied the box. I smiled affably and lighted my pipe, expecting every moment to be knifed. They were eight to one, and I was unarmed. Suddenly the old sheik reached from the rack a large melon he had placed there. Then he leaned across and, taking hold of the hand that held the dagger, brought it into view. Lifting it from the unresisting fingers of his fellow Moslem, he tranquilly cut two slices off the melon. He handed me one and proceeded to eat the other. Then my heart gave a jump, and as I eagerly sucked at the fruit I knew I was safe, for we had eaten together. But I didn't get to Ismailia that night."

"How was that?" inquired a listener. "Because," said he, "they murdered the engine driver, the stoker and every other European in the train."—Kansas City Independent.

Fame's Brief Life.

One thing is certain in regard to fame—for most of us it will be very brief in itself, for all of us it will be transient in our enjoyment of it. When death has dropped the curtain, we shall hear no more applause, and, though we fondly dream that it will continue after we have left the stage, we do not realize how quickly it will die away in silence while the audience turns to look at the new actor and the next scene. Our position in society will be filled as soon as it is vacated and our name remembered only for a moment, except, please God, by a few who have learned to love us not because of fame, but because we have helped them and done them some good.—Henry Van Dyke.

THE OLD RELIABLE



May Session School Board

THE monthly meeting of the County School Board was held on Friday and Saturday last, instead of Monday and Tuesday of this week, in order to allow Superintendent Bert Fish to attend the annual meeting of county superintendents held in Tallahassee the first of the week.

All members were present, chairman Chandler presiding. Commissioner Knappe reported that notices had been posted on the Port Orange school property warning trespassers to keep off.

Petition from the patrons of the DeLeon School was laid over till next meeting for action.

Inspectors for the special tax district elections to be held May 30 were appointed as follows:

Port Orange—James Voss, John Carrow; Ernest Brohm, clerk. Enterprise—John Padgett, E. H. Y. Palmer; William Thayer, clerk. Seville—Tom Newman, A. B. Prevatt; Tom Register, clerk. DeLand—John A. Bradley, T. N. Page; G. T. Self, clerk. Orange City—D. Freeman, J. D. Graham; G. N. Dozier, clerk. Ormond—W. G. DePass, John Timmons; E. W. Butler, clerk. Emporia—Riley Guess, J. W. Frank; John Beers, clerk. Pierson—Ira Reeves, S. H. Jones; J. E. Cade, clerk.

The superintendent was instructed to procure registration lists, print ballots, send out ballot-boxes, and to attend to such other matters as may be necessary to hold these elections.

Chairman Chandler and Superintendent Fish were authorized to canvass the returns of the elections.

The monthly report of the treasurer was examined, approved and old warrants destroyed. The report showed a deficit in the funds amounting to \$247.42. The monthly financial statement is published in this issue of THE NEWS.

PORT ORANGE.

Special Correspondence. Port Orange, May 6.—Roland Johnson, with seven other young men, started Saturday in a steam yacht for New York. They go part of the way by ocean. We will miss Rolfe for his jovial, good-natured manner, but as he has never been out of this state he will experience quite a change.

Mrs. Harry Sargent presented her husband with a fine, large baby boy last Thursday. Harry was down at Oak Hill fishing, but he had to hurry home to look at his boy and experience the feeling of being a papa for the first time.

Mr. John Carrows' wife presented him with a boy on Thursday last, it being her fourth one.

The remains of Mrs. Joseph Ross were brought here from Grant for burial. The family lived here most of their lives but moved to Grant some five or six years ago.

The whistle at the Gresham factory was heard for the first time last week.

The two Port Orange factories are now in steady operation. Elijah and his two families who went down to Lake Worth three weeks ago, have just returned much delighted with their voyage. But this is Elijah McDaniel's last trip with families, as the northerners are about all gone. He has had a very good season with his boat.

Fred Walton has gone down to Oak Hill fishing. He will probably follow that business and remain here.

Dr. Hester and wife left here last Friday for their home in Ohio.

The card parties will soon be given up at the social hall and sailing parties to the beach will take their place.

STATE GETS 3,000,000 ACRES.

The general land office at Washington has issued a patent to the state of Florida for 3,000,000 acres of land in the Everglades, recently adjudged to belong to this state.

These lands all lie south of Lake Okeechobee, and include not only the Everglades, but the mangrove swamp section, still further south.

The controversy over the lands began in 1880, and has been in progress ever since. In order to settle the disputed point as to whether the country is swampy and therefore the property of the state under the swamp land act of 1850, a survey was made. The result of the survey was favorable to the contention of the state, and in 1897 the secretary approved the certification of the lands to the state. But before the patent could be issued friends of the Seminole Indians intervened, alleging that the remnants of that tribe of aborigines who still remain upon the Everglades, their original home, would be dispossessed.

On April 2d Commissioner Richards, of the general land office, settled the long standing controversy over these lands by certifying to the state authorities the lists which have now been formally covered.



There have been times when the wild beasts have been more merciful than human beings, and spared the woman cast to them in the arena. It is astonishing how little sympathy women have for women. In this home the mistress sees the maid with the signs of suffering she recognizes so well, but she does not lighten the sick girl's load by a touch of her finger. In the store the forewoman sees the pailor and exhaustion which mark womanly weakness, but allows nothing for them. It is work or quit.

\$500 REWARD FOR WOMEN WHO CANNOT BE CURED.

Backed up by over a third of a century of remarkable and uniform cures, a record such as no other remedy for the diseases and weaknesses peculiar to women ever attained, the proprietors and makers of Dr. Pierce's Favorite Prescription now feel fully warranted in offering to pay \$500 in legal money of the United States, for any case of Leucorrhoea, Female Weakness, Prolapsus, or Falling of Womb which they cannot cure. All they ask is a fair and reasonable trial of their means of cure.

They have the most remarkable record of cures made by this world-famed remedy ever placed to the credit of any preparation especially designed for the cure of woman's peculiar ailments. Dr. Pierce's Pleasant Pellets are the most desirable laxative for delicate women.

What would happen if a colored waiter dropped a platter with a turkey upon it? The humiliation of Africa, the fall of Turkey, the destruction of China and the overflow of Greece.

DISASTROUS WRECKS.

Carelessness is responsible for many a railway wreck and the same causes are making human wrecks of sufferers from Throat and Lung troubles. But since the advent of Dr. King's New Discovery for Constipation, Coughs and Colds, even the worst cases can be cured, and hopeless resignation is no longer necessary. Mrs. Lois Cragg of Dorchester, Mass., is one of many whose life was saved by Dr. King's New Discovery. This great remedy is guaranteed for all Throat and Lung diseases by W. A. Allen and Geo. W. Fisher, druggists. Price 50c, and \$1.00. Trial bottles free.

News Items About The Colored People

Services at St. Ann's Primitive Baptist church (in Yamassee) on Sunday as follows:

5 a. m., early prayer meeting; 11:30 a. m., sermon; 3 p. m., sermon by Rev. W. R. Sanders of Tallahassee; 7:30 p. m., sermon, the Lord's Supper and foot washing. Everybody is invited.

Rev. C. F. Sams, Pastor.

FINANCIAL STATEMENT

Of the Board of Public Instruction for the Month Ending May 2, 1903.

RECAPITULATION.
Total receipts during month.....\$6,824.63
Total expenditures.....2,061.78
Last Rep. deficit.....\$4,762.85
Deficit in funds.....247.42

ITEMIZED RECEIPTS.
D. P. Smith.....\$1,84.86
P. Smith.....254.00
D. P. Smith.....1,254.30
A. C. Croom.....113.48
Total.....\$6,824.63

ITEMIZED EXPENDITURES.
No. To Whom For What Amount.
5068 Hildegrade Mann, Teacher.....83.00
1 Annie Wolsey.....40.00
2 C. C. McCall, S. D., 42.....25.00
3 W. A. Rush, S. D., 41.....40.00
5070 Eliza Bardwell, S. D., 41.....35.00
1 Lottie Eccles, S. D., 41.....40.00
2 Vaid.....40.00
3 Mary E. Frier, S. D., 38.....17.50
4 G. J. Dykes, S. D., 38.....25.00
5 Edna Woods, S. D., 38.....45.00
6 J. L. Mann, S. D., 38.....40.00
7 Nellie Mann, S. D., 38.....35.00
8 Mollie Stone, salary.....35.00
9 Emily Moore, salary.....35.00
5080 Mrs. J. L. Bradley, S. D., 38.....50.00
1 Mary McLeod, S. D., 38.....50.00
2 R. D. Richardson, S. D., 38.....50.00
3 Marvin Harwell, S. D., 13.....40.00
4 J. B. Locke.....50.00
5 A. O. Sams.....50.00
6 Grace Harwell.....40.00
7 Laura Law.....40.00
8 Lydia Willatowski.....40.00
9 Mary Stone.....40.00
5090 Viola Bryant.....40.00
1 Eugenia Fair, S. D., 38.....50.00
2 E. C. Boyd, S. D., 38.....50.00
3 C. Bradley, S. D., 38.....50.00
4 C. Eccles, S. D., 38.....50.00
5 Alice Blume.....17.50
6 C. E. Richards.....50.00
7 Martha Brown.....47.00
8 Maude Barron.....40.00
9 Lydia Harwell.....40.00
5000 Sue Curry.....40.00
1 Lucie Hocker.....40.00
2 Rose Hocker.....40.00
3 J. H. Hector.....30.00
4 Mame Morrison.....30.00
5 W. A. Fisher, S. D., 38.....50.00
6 Olivia Pierce.....35.00
7 Christino Hector.....30.00
8 Alphonso Jones.....35.00
9 J. W. Richardson.....40.00
5010 Julia Hankerson, S. D., 11.....27.00
1 G. W. Fisher, S. D., 12.....22.10
2 J. C. O'Brien, S. D., 12.....22.10
3 T. N. Page, S. D., 12.....22.10
4 Bette Brock, S. D., 12.....14.00
5 J. C. O'Brien, S. D., 41.....12.00
6 Mrs. J. Kitchell, S. D., 41.....12.00
7 Albert Friend, S. D., 23.....1.50
8 Pearl Marion, S. D., 23.....5.00
9 Ormond Bridge Co., S. D., 23.....5.00
5020 Wm. C. Homes, S. D., 9.....8.55
1 J. B. Case, sec'y, S. D., 7.....8.55
2 E. P. Knappe, frt. on desk.....25.00
3 G. W. Fisher, incidentals.....3.05
4 New P. O. Chgo. print.....2.00
5 Bert Fish, of ex.....2.00
6 J. L. Chandler, salary.....98.28
7 J. E. Knappe, Bd.....1.00
8 L. E. Causey, Bd.....1.00
5030 J. H. Hibbard, treasurer.....12.22
2 J. H. Hibbard, postage.....5.00
Total.....\$2,061.78

We certify that this statement is true and correct in every particular.
J. L. CHANDLER,
Sec. Bd. Pub. Ins.

ASK YOUR DEALER FOR ALLEN'S FOOT-EASE

A powder for the feet. It cures Swollen, Sore, Hot, Callous, Aching, Sweating Feet, Corns and Bunions. At all Druggists and shoe stores, 25c. Ask today.

Why is an acquitted prisoner like a gun? Because he has been charged, taken up, and then let off.

MOTHERS! MOTHERS! MOTHERS! How many children are at this season feverish and constipated, with bad stomach and headache. Mother Gray's Powders for Children will always cure. If worms are present they will certainly remove them. At all druggists. 25c. Samples mailed FREE. Address Allen S. Olmsted, LeRoy, N. Y.

Why are good resolutions like fainting ladies? Because they want carrying out.

SPRING AILMENTS.

There is an aching and tired feeling; the liver, bowels and kidneys become sluggish and inactive, the digestion impaired, with little or no appetite, no ambition for anything, and a feeling that the whole body and mind needs toning up. The trouble is, that during winter there has been an accumulation of waste matter in the system. Herbine will remove it, secure to the secretions a right exit, and by its tonic effect, fully restore the wasted tissues and give strength in place of weakness. 50c. at all druggists.

Why is a horse more clever than a fox? Because a horse can run when he is in a trap and a fox can't.

WORLD WIDE REPUTATION.

White's Cream Vermifuge has achieved a world wide reputation as being the best of all worm destroyers, and for its tonic influence on weak and unthrifty children, as it neutralizes the acidity or sourness of the stomach, improves their digestion, and assimilation of food, strengthens their nervous system and restores them to the health, vigor and elasticity of spirits natural to childhood. 25c. at all druggists. 5.

Why is Athens like the wick of a candle? Because it's in the middle of Greece.

FOR THOSE WHO LIVE ON FARMS.

Dr. Bergin, Pana, Ill., writes: "I have used Ballard's Snow Liniment; always recommend it to my friends, as I am confident there is no better made. It is a dandy for burns." Those who live on farms are especially liable to many accidental cuts, burns and bruises, which heal rapidly when Ballard's Snow Liniment is applied. It should always be kept in the house for cases of emergency. 25c. 50c. and \$1.00 at all druggists.

When is a cane-bottomed chair like a paid bill? When you re-seat it.

What kind of hair did Moses' dog have? Dog's hair.

CURES WHEN DOCTORS FAIL.

Mrs. Frank Chiasson, Patterson, La., writes June 8, 1901: "I had malaria fever in very bad form, was under treatment by doctors, but as soon as I stopped taking their medicine the fever would return. I used a sample of Herbine, found it helped me. Then bought two bottles which completely cured me. I feel grateful to you for furnishing such a splendid medicine, and can honestly recommend it to those suffering from malaria, as it will surely cure them." Herbine, 50c. bottle at all druggists.

Why is a pig in a kitchen like a house on fire? The sooner put out the better.

NOT A SICK DAY SINCE.

"I was taken severely sick with kidney trouble. I tried all sorts of medicines, none of which relieved me. One day I saw an ad. of your Electric Bitters and determined to try that. After taking a few doses I felt relieved, and soon thereafter was entirely cured, and have not seen a sick day since. Neighbors of mine have been cured of Rheumatism, Neuralgia, Liver and Kidney troubles and General Debility." This is what B. F. Bass, of Fremont, N. C. writes. Only 50c. at W. A. Allen's and Geo. W. Fisher's, druggists.

What is it that is queer about flowers? They shoot before they have pistils.

A RUNAWAY BICYCLE.

Terminated with an ugly cut on the leg of J. B. Orner, Franklin Grove, Ill. It developed a stubborn ulcer unyielding to doctors and remedies for four years. Then Bucklen's Arnica Salve cured. It's just as good for Burns, Scalds, Skin Eruptions and Piles. 25c. at W. A. Allen's and Geo. W. Fisher's drug stores.

The name of what character of history would a person mention in asking the servant to put coal on the fire? Philip the Great (fill up the grate.) This explanation is necessary only in Florida.

DOESN'T RESPECT OLD AGE.

It's shameful when youth fails to show proper respect for old age, but just the contrary in the case of Dr. King's New Life Pills. They cut off maladies no matter how severe and irrespective of old age. Dyspepsia, Jaundice, Fever, Constipation all yield to this perfect Pill. 25c. at W. A. Allen's and Geo. W. Fisher's drug stores.

What made the tart tart? Because she didn't want to let the baker bake her.

Shake Into Your shoes

Allen's Foot-Ease. It rests the feet. Cures Corns, Bunions, Ingrowing Nails, Swollen and Sweating Feet. At all druggists and shoe stores, 25c. Ask today.

Feminine Logic.

The pretty girl was looking out of the window as the trolley car pushed slowly up the hill past her house. The car was crowded, and a number of men were riding on the rear platform. Just as the car reached a point opposite the girl's house an attractive looking box fell from the pocket of a very swell young man standing on the car step. The pretty girl held her breath until the car sped out of sight. Then she rushed out and grabbed the box. It was a pound of delicious chocolates.

"I couldn't stop the car, could I?" she said to her conscience. "And besides it was probably intended for a pretty girl, and"—with a peek into the looking glass—"a pretty girl has it."—Pittsburg Press.

A Fortune in a Clock.

A man in Vienna possessed an heirloom an old clock made early in the sixteenth century. He thought it was worth about \$10. One day a stranger came and offered him \$400 for it. The owner suspected that if it was worth that it might be worth more, so he investigated the matter. He soon received an offer of \$4,000 for it and finally sold it to the Kensington museum, London, for \$20,000.

Following a Prescription.

Larry—How did Murphy break his arm?

Denny—Following the doctor's prescription.

Larry—Phwat?

Denny—Yis; it blew out av th' window, and Murphy wint after it.—Philadelphia Record.



Fall into line

and order your new spring suit from the great Oak-Easel of

STRAUS' BROTHERS

Good Tailors for 26 Years.

CHICAGO.

From start to finish good quality is the predominating feature of all clothes made to order by this well known tailoring house. No detail is too small to be given careful attention; your perfect comfort is their sole aim. Call at our store and look over the splendid assortment of 500 latest and noblest patterns. We'll quote you prices that will interest you. Your satisfaction, as ways, absolutely guaranteed.

F. W. KOESTER.

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Advertising Rates Reasonable

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Letter and Bill Heads, Envelopes, Statements, Engraved and Printed Cards, Engraving and Color Printing, Programs, Menus and Invitations, Rubber Stamps, Seal Presses, Stencils, Large and Small Posters, Handbills, Stickers, Advertising Novelties—Fans, Calendars, Newspapers Printed in Whole or in Part.

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The Racket Store,

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DRY GOODS, SHOES, HATS, NOTIONS, NOVELTIES, JEWELRY, MUSICAL INSTRUMENTS, MUSIC, ETC.

Agent for the SINGER, the best Machine in the world. All kinds of Sewing Machines repaired and parts furnished.

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A BOOT AND SHOE REPAIR SHOP IN CONNECTION.

For a Pleasant Time

GO TO THE

AQUATIC CLUB

Four Beautiful Lakes for Boating.

Sailboats, Rowboats, Canoes for Rent.

No Charge for Admission to Grounds.

Club House Open to the Public.

Parties Can Have the Use of Dining-Room and Kitchen, with Dishes, etc., at Moderate Rates.

GOOD FLOOR AND PIANO for Dancing.

Refreshments will be on Sale every Thursday, with Music in the evening for Dancing.

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